

Getting Started with OnTheMap Mobile

Local Employment Dynamics

Welcome to **OnTheMap Mobile**, a touch-based web tool that shows where people work and where workers live.

What is OnTheMap Mobile?

OnTheMap Mobile offers easy access to maps, charts, and reports on your mobile device. OnTheMap Mobile is not a downloadable app – the tool operates on a mobile web browser. Users familiar with mobile web browsing and the standard OnTheMap functionality should have no problems navigating the touchscreen interface.

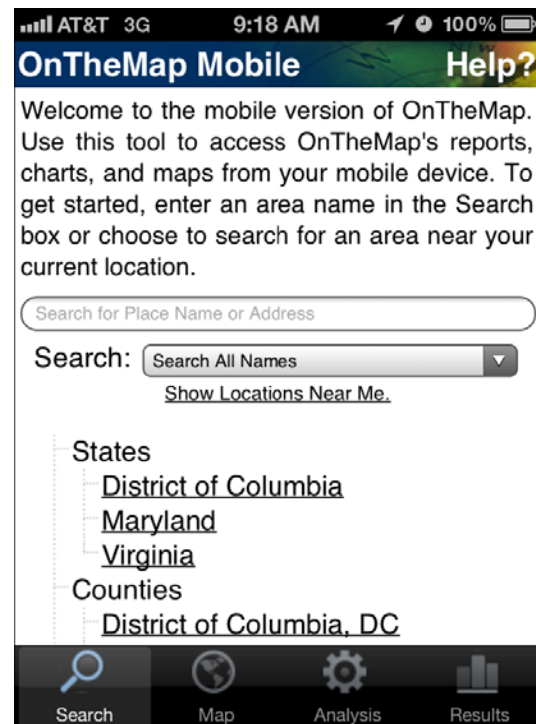
OnTheMap Mobile has been developed specifically for smartphones and tablets operating IOS or Android mobile operating systems. Other mobile device users (i.e. Blackberry, Symbian, Windows Phone, etc.) are advised to access the Text-Only Tool (<http://onthemap.ces.census.gov/tot/>) for OnTheMap data.

To access OnTheMap's touchscreen interface, simply agree to the redirect prompt when accessing the standard OnTheMap application from an IOS or Android device, or navigate directly to <http://onthemap.ces.census.gov/m/>.

Getting Started

Map overlays, charts, and reports can be produced by stepping through four basic pages: Search, Map, Analysis, and Results. These pages can be accessed at any time by clicking the buttons at the bottom of the mobile interface.

- **Location Based Services** – Before reaching the Mobile homepage (Search), a popup window will ask users if OnTheMap can have access to their current location. If users opt in, the Search page will automatically update to display areas near their current location. If not, the “Show Locations Near Me” option will be disabled.
- **Search** – The Search page allows users to search for an area of interest or select one of the “Locations Near Me” (if the user opts to share their current location) displayed below the Search box. The Search page will return results for all geography types matching the entered text. Users can narrow their search to a specific geography type by clicking the Search dropdown and selecting the desired type.

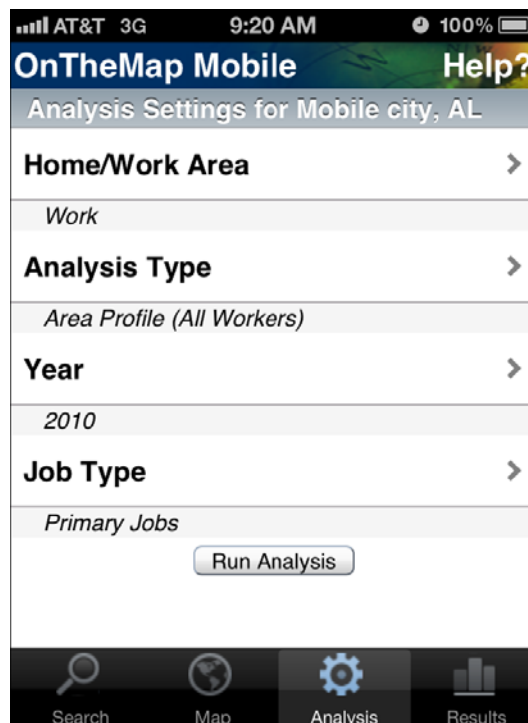
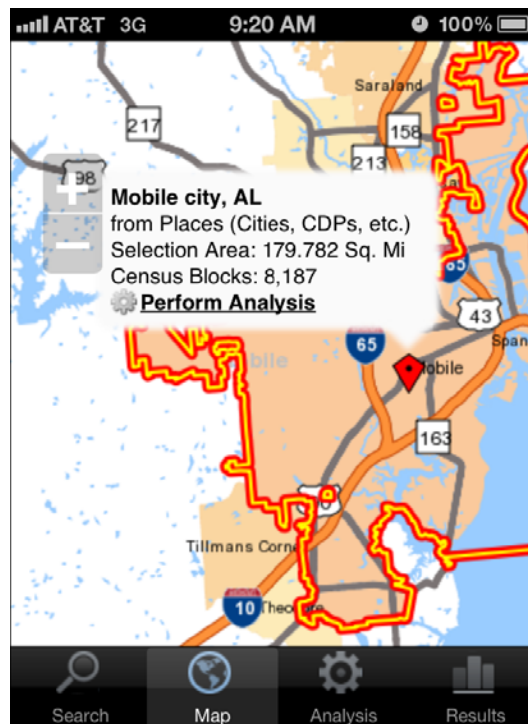


- **Map** – After touching a Search result, the Map page becomes active and centered over the selected area. A Selection Area popup provides details about the selected area including name, the area's layer type, square mileage, and number of census blocks. The Selection Area popup can be toggled on/off by tapping the red diamond in the middle of the selection area. Users can navigate around the Map page by dragging the map to pan and tapping the “+” and “-“ buttons on the left side of the map to zoom in/out. The Map page will display overlays on top of the base map once the analysis results are generated. Touch the “Perform Analysis” link to continue.
- **Analysis** – The Analysis page offers users the ability to choose the settings before running the analysis. There are four main choices users must make:

- Home/Work: Analyze workers living OR working in the selection area
- Analysis Type: Area Profile, Area Comparison, Distance/Direction, Destination, or Inflow/Outflow
- Year: 2010-2002
- Job Type: All Jobs, Primary Jobs, All Private Jobs, and Private Primary Jobs

The current value for each of these four settings is displayed directly below the text for each setting type. Touch the setting type text (in bold) to open the subpage and change the setting's value. Some of the analysis types have additional dropdown options (i.e. Labor Market Segment and Destination/Comparison Area Type). In the Year subpage, more than one year can be selected at a time. Once the analysis settings are set, touch the “Run Analysis” button located at the bottom in the middle of the page to generate the results.

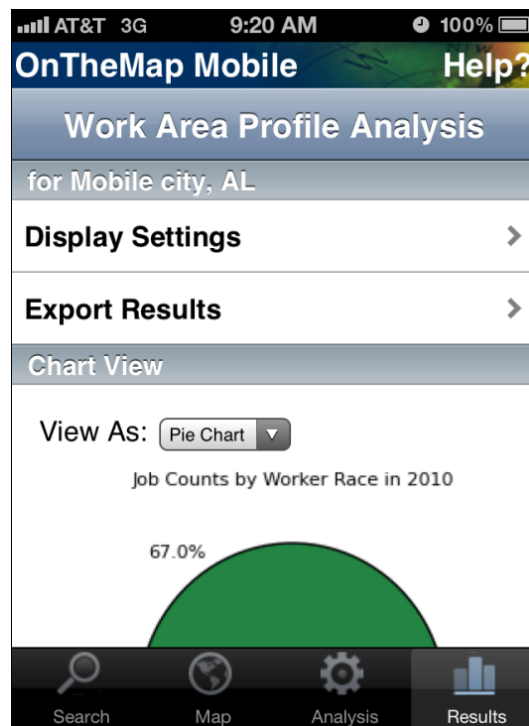
- **Results** – The Results page contains a variety of options for users to view, alter, and export their analysis results. The Results main page offers links to change/view the analysis settings, export results, view the chart and summary



report, and view the legends for the Map page.

In the Display Settings page, users can control the parameters shown in the map, chart, and summary report, such as the Characteristic Filter, Year of data, and Number of Results. Map overlays shown in the Map page can also be toggled on and off in the Display Settings page.

In the Export Results page, users can export Report Results (HTML, PDF, or XLS), Map/Chart Results (PDF or PNG), and Geography Results (Shapefile, KML, or CSV). Below the Display Settings and Export Results, the chart view, summary report, and map legends are displayed. For some analysis types, the chart shown in the Chart View can be changed by clicking the dropdown above the chart (i.e. Pie Chart to Bar Chart).



Next, the Summary Report provides the tabular results associated with each analysis type. The following information is displayed in the Summary Report of each analysis type:

- Area Profile: Job Counts by Age, Earnings, NAICS Sector, Ethnicity, Race, Educational Attainment, and Sex¹
- Area Comparison: Job Counts by contained Comparison Areas
- Distance/Direction: Job Counts by Distance
- Destination: Job Counts by Destination Areas
- Inflow/Outflow: Job Counts by Worker Flows

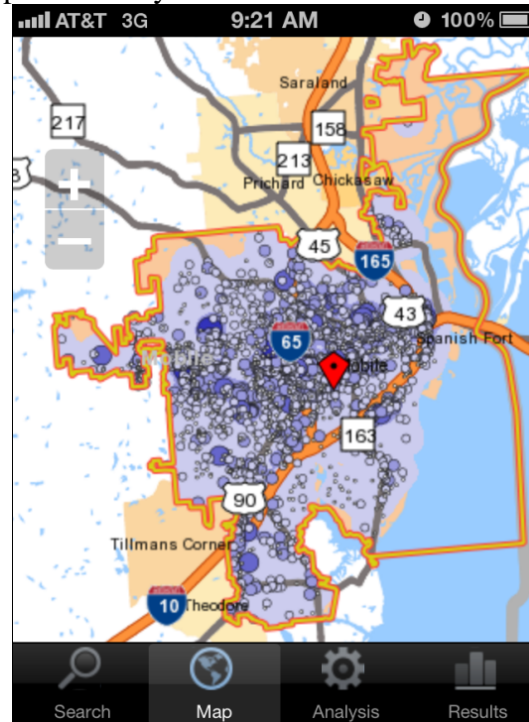
Each row in the Summary Report (shown in blue hyperlinks) can be touched to filter or focus the analysis results. For example, clicking a race characteristic in the Area Profile Summary Report will highlight the row, update the chart, and update the map overlays to display only jobs in the selected race.

Lastly, the Overlay Legends can be found below the Summary Report. The legends provide context and counts of jobs represented by the overlays shown in the Map page. Touch the Map button at the bottom of the page to view the map overlays for the analysis results (only available after generating analysis results). The type of map overlay shown in the Map page varies based on the analysis type, and can be toggled on/off in the Display Settings of the Results page. Overlay types are as follows:

- Points and Thermals: The overlays for the Area Profile and Distance/Direction Analysis results show job counts living or working in census blocks (Points) and job counts living or worker per square mile (Thermals).

¹ Race, Ethnicity, Educational Attainment, and Sex are only available for 2009 and 2010.

- Thematic: The overlay for the Area Comparison and Destination Analysis results thematically symbolize comparison or destination areas by job count. The Destination Analysis also has a Spoke overlay available that shows the connection between the origin and destination areas (Spoke overlay is turned off by default).
- Flow Arrows: The overlay for the Inflow/Outflow Analysis results displays three arrows showing worker flows in to, out of, and within the selected area.



User Notes

- Mobile devices are not, by default, equipped to handle downloading, viewing, editing, and sharing certain file formats. OnTheMap Mobile's ability to export results formats (i.e. XLS, PDF, ZIP, PNG, Shapefile, CSV, KML, etc.) does not guarantee the mobile device will know how to properly handle the file. Users are advised to download a file management/viewing app in order to take advantage of the many exports options available in OnTheMap Mobile. The geography exports (KML and Shapefile) are not, as of release, recognized by the Android OS, so users may be unable to download, save, and share these exports.
- Please keep in mind that OnTheMap Mobile's performance is directly impacted by the speed of your device's Internet connection (in addition to the device's processor speed and amount of RAM). A 4G or Wireless Internet connection should provide speeds comparable or better than the standard OnTheMap tool. A 3G data connection on your mobile device will likely lead to longer loading and processing times.
- The availability and precision of the location services functionality is determined by the device model, user-controlled settings, the device's GPS receiver, and strength/quality of the Internet connection. Older devices and operating systems may not allow the use of location services. If you are not being prompted to accept or reject the use of your current location upon entering OnTheMap Mobile, check to make sure Location Services/GPS are enabled in the settings/options of your smartphone or tablet.

System Requirements

OnTheMap Mobile was developed for IOS and Android mobile operating systems. Users are advised to download and install the most current versions of their operating system's software. OnTheMap Mobile has been tested on IOS version 5 tablets and smartphones and Android versions 2.3 for smartphones and 3.0 for tablets. Users will need to enable JavaScript in their device and/or web browser settings. Users will also

have to enable any Location Services settings in order use the current location functionality.

The mobile device must be connected to the Internet to access OnTheMap Mobile. Users are encouraged to use the fastest connection possible to ensure acceptable performance.

Additional Help and Documentation

For information on frequently asked questions and known and resolved bugs in **OnTheMap Mobile**, please visit:

<http://lehd.ces.census.gov/led/datatools/onthemapMobile.html>

For more information on the **OnTheMap** data, geography, confidentiality protection, and analysis walkthroughs, please visit:

<http://lehd.ces.census.gov/led/datatools/onthemap.html>

OnTheMap Feedback: CES.OnTheMap.Feedback@census.gov